

SAP Customer Success Story



eCompanyStore had only five months to implement a new infrastructure for its e-business. It got the **mySAP.com®** platform – with its preconfigured client and best practices already built-in – up and running in four months.



ECOMPANY STORE **IMPLEMENTS mySAP.com** **IN ONLY FOUR MONTHS FOR** **SMALL-BUSINESS SUCCESS**

eCompanyStore, which provides Web-based promotional product solutions for its customers, is rapidly becoming the category killer. The company builds, stocks, and manages e-stores that sell items like caps, clothing, and other promotional merchandise for clients like Microsoft, HBO, Radio Shack, eTrade, and Pacific Life. In two years, eCompanyStore went from zero to the top 30 in a marketplace of some 18,000 competitors.

Then, eCompanyStore faced a bombshell: they needed to find a new information solution provider. eCompanyStore had to move quickly to implement a new infrastructure for its e-business. “We had only five months to choose a solution and effect the change-over so we could continue to do business when our clients were determining their new budgets,” says Rick Warner, CIO.

eCompanyStore turned to the mySAP™ Small and Medium Business (mySAP™ SMB Solutions) program to meet that deadline. The company worked with the Certified Business Solutions (CBS) Provider for the Southeastern United States, Plaut Sigma Solutions, to get mySAP.com up and running in only four months. “We were risking our business on this,” Warner says. “Fortunately, the SAP solution, with its preconfigured client and AcceleratedSAP™ rapid implementation methodology, is very suitable for a small company. The preconfigured client provides the world’s best practices already built in so you don’t have to go out and create business processes from scratch. This enabled us to not only implement the system in such a short time, but also have it do everything we wanted it to do.”



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SELECTING A PROVEN SOLUTION

eCompanyStore is headquartered in Atlanta, Ga. The company has 600,000 cubic feet of distribution space in Atlanta, where it employs more than 100 people. It also maintains offices in Boston, San Francisco, and Seattle.

Before implementing mySAP.com, eCompanyStore had been operating in a unintegrated environment. "We were entering purchase orders, sales orders, and receiving and shipping information into three different systems," Warner says. "In today's business environment, we are on a very short timeline to become cash-flow positive. We needed to implement an integrated system to operate more efficiently and more effectively."

eCompanyStore picked mySAP.com after a quick evaluation between it and other vendors. "We spoke to a number of companies that were very pleased with the SAP effort with their small to medium-sized businesses," Warner says. "They indicated that, from their experience, we could implement within the compressed time period we needed."

The strength of the SAP brand was another consideration. "We realized that implementing SAP would enable us to continue winning large, Fortune 100 customers," Warner says. "When you are a small company and are trying to win business from a large firm and you tell your prospect that you are using SAP as your workhorse engine, the company realizes that you are a top-notch organization operating in a first-class environment. Having the SAP name behind us has really helped."

WEB-TO-BACKBONE PROCESS INTEGRATION

eCompanyStore uses mySAP.com solutions to manage the full range of business processes at its operation. Its Web stores enable customers to view catalogs, click on products for more detail, make their selection, add items to a cart, then go to checkout to enter their shipping address, choice of carrier, and credit card or purchase order number.

In the background, the SAP solution validates the credit card number, creates the order, and generates the pick and packing list. Distribution personnel pick and pack the products, perform a quality assurance check, scan the barcode label, and process the orders for shipping. eCompanyStore uses SAP material requirements planning (MRP) to launch orders for direct replenishment and safety stock, balancing inventory to ensure both product availability as well as rapid turns.

As these transactions in business processes are executed and managed, mySAP.com also provides eCompanyStore with valuable information on its operations. "We tap the SAP transaction repository to get a view of our stores on a month-in, month-out basis, to compare sales versus the forecast," Warner says. "We look at what customers are buying, what products are hot, frequency of purchase, and if sales are coming from credit cards or terms. We also access information for all of our budgeting and financial reporting."

eCompanyStore runs the mySAP.com e-business platform with Compaq servers running the Microsoft Windows 2000 operating system and SQL Server database. The solution is hosted by Plaut; a T1 link enables 55 internal users and an unlimited number of retail shoppers to access eCompanyStore products.

eCompanyStore next plans to implement mySAP™ Business Intelligence (mySAP™ BI) to take even more advantage of the information it collects and manages. The company feels that SAP is the cornerstone for its competitive advantage. "We told our board that we could grow our company rapidly in this environment – at 200% to 300% a year – without having to change platforms," Warner says. "This is a tremendous benefit for a growing company. With the mySAP.com platform, we know we have the best functionality available and that we can stay ahead of the competition."